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**The Role of Self-Construal Level on Message Evidence in
Cause-Related Marketing Advertising Campaign**

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Thesis

Presented to the Faculty of the Graduate School

of The University of Texas at Austin

in Partial Fulfillment

of the Requirements

for the Degree of

Master of Arts

The University of Texas at Austin

August 2013

Acknowledgements

First and foremost, I am sincerely grateful to my supervisor, Dr. Minette Drumwright. As my thesis advisor, she was always willing to share her insight and experience with me. Without her, I could not complete this work. I would also like to express my gratitude to Dr. Lucy Atkinson for her valuable suggestions and great comments. Last but not least, my special gratitude goes to my parents, In Soon Lee and Kwang Soo Han, and my sister, Ga Lam Han, for their consistent love and support.

Abstract

The Role of Self-Construal Level on Message Evidence in Cause-Related Marketing Advertising Campaign

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Past research has demonstrated that people prefer donating to a single identified donation recipient rather than abstractly presented donation recipients (i.e., the identifiable victim effect). The current study applies this conventional wisdom to cause-related marketing (CRM) advertising campaigns. The results show that the identifiable victim effect might not always be powerful within CRM advertising campaigns. Specifically, an advertisement with message evidence having statistical information about donation recipients is more effective for the people who possess an independent self-construal level. In contrast, a CRM ad with anecdotal message evidence about an identifiable donation recipient is effective for the people with an interdependent self-construal level. Theoretical and practical implications and directions for future research are discussed.

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CHAPTER I. INTRODUCTION

In the years from 1990 to 2012, the annual spending of American firms sponsoring causes steadily increased from approximately \$100 million to \$1.7 billion (IEG, 2013). Cause-related marketing (CRM) enables companies to sponsor causes and engage in philanthropy while bolstering their own financial performance (Varadarajan & Menon, 1988). CRM is defined as marketing activities in which a firm makes a specified donation to a social cause when customers engage in revenue-producing exchanges, such as purchasing a product (Varadarajan & Menon, 1988). For example, Wal-Mart and several food brands, including ConAgra, General Mills, Kraft and Kellogg's, collaborated to start the hunger relief campaign named "Fighting Hunger Together" (Network for Good, 2012). If customers purchase CRM-labeled products of those food brands at Wal-Mart, Wal-Mart donates meals for hungry people in the U.S. (Network for Good, 2012). In 2011, Wal-Mart donated approximately 197 million meals to communities (Network for Good, 2012). Generally, consumers benefit not only from getting a product for themselves but also from the pleasure of donating to a cause (Strahilevitz & Myers, 1998). Hence, CRM campaigns can give rise to more positive consumer attitudes toward firms and greater purchase intent for their CRM-labeled products (Brown & Dacin, 1997; Pracejus, Olsen, & Brown, 2003). According to a recent survey by Cone (2010), most consumers think that CRM is necessary (88% of the survey respondents), have positive attitudes toward companies performing CRM (85% of them), and have high purchase intention (80% of them). Thus, a large body of academic marketing research has

examined how to shape each element of CRM to prompt consumer response (e.g., Barone, Miyazaki, & Taylor, 2000, Brown & Dacin, 1997; Dean, 2004; Menon & Kahn, 2003; Pracejus & Olsen, 2004; Ross, Patterson, & Stutts, 1992; Strahilevitz & Myers, 1998; Subrahmanyam, 2004; Webb & Mohr, 1998).

Pracejus and his colleagues (2003) highlighted the lack of research on how CRM campaigns should be presented in advertising contexts and on consumers' interpretations of CRM advertising campaigns. Since then, the research regarding how to create a persuasive CRM ad message has warranted the closer scrutiny of academic researchers (e.g., Chang, 2008; Grau & Folse, 2007; Kim & Lee, 2009). How messages in a CRM ad appear to consumers is crucial. For example, the method of describing outcomes of CRM positively or negatively can cause different consumer responses (Grau & Folse, 2007). What remains unexplored, however, is how to present the many elements of a CRM ad campaign, especially how to describe a social cause in CRM. Das, Kerkhof, & Kuiper (2008) explained that in communicating the validity and importance of donors' help in a donation ad campaign, two kinds of message evidence are typical: a statistically presented group of donation recipients (e.g., 10,000 African people will die of starvation) or an anecdote about a single possible recipient (e.g., This is Indria. She will die of starvation). Many studies have claimed that people are more likely to make a donation to an identifiable victim rather than a statistically described group of victims (e.g., Jenni & Loewenstein, 1997; Small & Loewenstein, 2003). These studies have argued that a vivid description of a single person who needs help increases people's helping intention since

this appeal arouses their empathy for the victim and makes individuals emotionally engage (Jenni & Loewenstein, 1997; Loewenstein & Small, 2007; Small, Loewenstein, & Slovic, 2007). In this study, this commonly accepted notion is applied to CRM ad campaigns.

The current study proposes that in certain circumstances, a CRM ad can benefit from using the appeal of a statistically presented group of recipients instead of a singular anecdote. Specifically, the study argues that a consumer's responses to a CRM ad will differ as the consumer's self-construal level varies. There are two kinds of self-construal, independent and interdependent (Markus & Kitayama, 1991). An independent self focuses on the individual's individuality and autonomy, while an interdependent self emphasizes social harmony and social relationships (Markus & Kitayama, 1991). Based on this distinction, it is the interdependent self-construal that holds a greater inclination and ability to understand another's feeling and thoughts (Cohen & Gunz, 2002; Markus & Kitayama, 1991; Wu & Keysar, 2007). A CRM ad with a vivid description of a recipient (i.e., anecdotal type) gives more opportunity for consumers to engage than does an abstractly presented group of recipients (i.e., statistical type). Thus, a CRM ad with anecdotal message evidence is effective when consumers possess a dominant interdependent self-construal since they tend to have a greater capacity for taking another's perspective. However, this study puts forward the notion that a CRM ad with statistical message evidence is effective with people holding a dominant independent self-construal because their lower capacity for taking another's perspective leads them to

focus on the ad's quantitative factors.

The purpose of this study is to examine empirically the interactive effects of message evidence and self-construal on persuasion in CRM advertising campaigns. Because of the differing capacities to take others' perspectives, (Markus & Kitayama 1991), this study holds that, in viewing a CRM ad, individuals of independent and interdependent self-construal will interpret information about the donation recipient differently. The main idea of the current study is that the type of information about donation recipients (either an anecdote about a single recipient or statistical information about a group of recipients) in a CRM ad should match a consumer's self-construal to enhance the effectiveness of a CRM ad. The findings from this study offer insights into applying self-construal in academic research on CRM, especially concerning creating a persuasive message appeal for a CRM ad.

Chapter II. LITERATURE REVIEW

Literature Review on Cause-Related Marketing

The basic idea of CRM is that a company will use a certain amount of revenue or profit from customers' purchases of CRM-labeled services or products to support a particular social cause. Varadarajan & Menon (1988) deemed the essential characteristic of CRM to be the relation between a customer's firsthand participation in CRM and a company's contribution to a specific cause. Thus, CRM is defined as "the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives" (Varadarajan & Menon, 1988, p. 60). Due to its uniqueness, this "profit-motivated giving" marketing tactic has drawn the attention of marketing researchers (Varadarajan & Menon, 1988, p. 58).

Extant research regarding CRM has investigated consumers' general responses to CRM, finding that generally consumers have positive attitudes toward a sponsoring company and CRM-labeled products (Brown & Dacin, 1997; Ross, Patterson, & Stutts, 1992; Webb & Mohr, 1998). CRM activities can enhance a consumer's purchase intention (Smith & Alcorn, 1991) and brand loyalty (Barone, Miyazaki, & Taylor, 2000). Moreover, consumers are more likely to deem companies executing CRM as socially responsible (Ross, Patterson, & Stutts, 1992). In contrast, however, previous studies have also indicated that, due to skepticism, a consumer can respond negatively to CRM (Brønn

& Vrioni, 2001; Singh, Kristensen, & Villaseñor, 2009). Consumer skepticism could cause rejection of the CRM claims (Brønn & Vrioni, 2001) and have a negative effect on the purchase decisions of consumers (Gupta & Pirsch, 2006). Specifically, Webb & Mohr (1998) found that customers' skeptical views can be rooted in perceptions that a company's claims of sponsoring a cause are dishonest marketing promotions, that the company's donations to a cause are trivial, that the donation that the company makes to the nonprofit organization is small relative to the profit that the company makes, or that the company is selling an unnecessary product.

Current academic studies have researched the impact of moderating variables on consumers' general responses to CRM. Folse, Niedrich, & Grau (2010) discovered that enhancing the donation magnitude positively affects consumer perceptions of a firm's CRM intention. Barone, Miyazaki, & Taylor (2000) suggested that CRM could enhance brand choice only when consumers perceive a company's motives in CRM as positive. With respect to research regarding characteristics of the product or firm in CRM, Strahilevitz & Myers (1998) discovered that frivolous CRM-labeled products (e.g., a hot fudge sundae) are more effective than practical CRM-labeled products (e.g., a box of laundry detergent). In addition, Dean (2004) found that the effects of CRM are dependent on the company's reputation; even scrupulous companies may be harmfully influenced by CRM. In the field of research about cause characteristics, such as cause proximity (Grau & Folse, 2007) or importance of cause (Lafferty, 2009), CRM donation to a local cause (versus national) creates more positive campaign attitudes and participation intention

(Grau & Folse, 2007). Lastly, many studies have analyzed the role of brand/cause fit in CRM (Barone, Norman, & Miyazaki, 2007; Gupta & Pirsch, 2006; Hamlin & Wilson, 2004; Hoeffler & Keller, 2002; Samu & Wymer, 2009). For example, Pracejus & Olsen (2004) argued that high brand/cause fit significantly strengthens consumers' CRM choice. Extensive research findings have highlighted how consumers generally respond to CRM and that each element of CRM moderates its overall effect. As a result, CRM activity should be created carefully, considering how every piece works together; a consumer's overall reactions to CRM do not depend upon a single component of CRM.

Despite the wide ranging research on CRM, there is little on how to present the components of CRM within a company's advertising campaign, even though advertising is an effective persuasion tool of CRM (Berger, Cunningham, & Kozinets, 1999; Lafferty & Edmondson, 2009). Several studies have explained how to build a successful CRM campaign in terms of message framing. Grau & Folse (2007) examined the effects of message framing (i.e., how an ad presents the results of a disease positively or negatively) on attitudes and purchase intentions of less cause-involved consumers. Through their empirical study, they proved that more involved participants have more favorable campaign evaluations after being exposed to a CRM ad emphasizing the negative outcomes that the campaign can help avoid (i.e., death rates of bone cancer). On the other hand, less-involved participants possess more positive campaign evaluations after being exposed to a CRM ad that stresses positive outcomes (i.e., survival rates of bone cancer).

Researchers have also examined how donation magnitude should be presented in

a CRM campaign (Chang, 2008; Kim & Lee, 2009; Pracejus, Olsen, & Brown, 2003). For example, Chang (2008) found it more effective to provide the contribution amount donated to a cause per sale in absolute dollar terms rather than as a relative percentage of a sale price. Lastly, researchers have examined the interaction between individual psychological traits and the ad message framing of a CRM campaign. Tangari et al. (2010) delved into the role of consumers' temporal orientation on the effectiveness of temporally framed CRM ads and corporate responses to a cause. The researchers found that, after watching framed distal (more delayed) societal needs and proximal corporate response ad messages, consumers with a present orientation rather than a future orientation held more positive attitudes toward the brand and ad, and higher purchase intentions.

To sum up, the existing literature on CRM advertising campaigns has tried to address the issues of how to enhance the effects of CRM in terms of message framing, as well as how these framed CRM messages can be differently interpreted when a consumer's particular trait, such as temporal orientation (Tangari et al., 2010), is also taken into account. What remains unexamined, however, is how to effectively design many elements of CRM in an ad. Moreover, the influence of a consumer's psychological traits on the overall effectiveness of CRM should be examined together because psychological factors, such as public self-consciousness or self-confidence, can determine the level of a consumer's support for CRM (Youn & Kim, 2008). In order to expand the range of academic CRM research, the present study will examine how to describe a cause in a CRM campaign and the effect of a possible individual psychological

aspect (i.e., self-construal level) on CRM.

Message Evidence and the Identifiable Victim Effect

In the persuasion process, an important role is played by message evidence (O’Keefe, 2002; Reinard, 1988). Indeed, it buttresses a persuader’s claim (O’Keefe, 2002). In general, researchers have examined two types of message evidence—anecdotal and statistical. Anecdotal (also called story or narrative) evidence messages present information in a personal manner (Ellinson & Buzzanell, 1999; Vanderford, Smith, & Harris, 1992). Anecdotal evidence consists of judgments and opinions from others (Reinard, 1988) with detailed description and information about an instance or an event (O’Keefe, 2002). Statistical evidence includes “quantified descriptions of events, persons, places, or other phenomena” (Church & Wilbanks, 1986, p. 108). Therefore, it offers descriptions consisting of such elements as rate, frequency, proportion, percentage, probability, average, median, or other statistical parameters (Dickson, 1982). Which type of message evidence is more persuasive has been a source of controversy. Some studies have shown that anecdotal evidence is more effective. Such studies hold that anecdotal evidence helps message receivers invoke vivid images and creates stronger emotional reactions (Green & Brock, 2000; Kazoleas, 1993; Kreuter, 2007; Taylor & Thompson, 1982). Other studies have also found that statistical evidence is more convincing than anecdotal evidence since statistics provide a logical and rational reason for believability as they accurately, objectively, and systematically represent a larger population (Chaiken

& Maheswaran, 1994; Hoeken & Hustinx, 2006; Reynolds & Reynolds, 2002).

However, within charitable giving situations, anecdotal message evidence is more persuasive than statistical message evidence since people have stronger donation willingness for an identifiable victim than for a statistically presented group of victims (Jenni & Loewenstein, 1997; Schelling, 1968; Small & Loewenstein, 2003). The more a victim is identified by the information, such as name or age, the more a donor is willing to donate. This is the identifiable victim effect, and it is even valid with minimal information. Provided no specific information (gender, age, or name) about a victim, participants in Small and Loewenstein's (2003) study tended to donate more when they were donating to a predetermined anonymous victim than to one post-determined; to notice a victim's being with minimal identification can increase people's donation behavior. In addition, an identifiable victim can be more vividly described than can statistical victims (Nisbett & Ross, 1980), especially when the specific information of a victim is given; identifiable victims that appear in the media are sympathetic, helpless, or blameless (Jenni & Loewenstein, 1997). As a result, an identifiable victim arouses a greater emotional response and empathy than do statistical victims (Small & Loewenstein, 2003). Small and Loewenstein tried to employ the elaboration likelihood model (Petty & Cacioppo, 1986) to explain people's perceptions and reactions to an identifiable victim. They argued that this model proposes that people emotionally engage more when they deal with information about particular targets than when they handle information about abstract individuals (Small & Loewenstein, 2003). Thus, specific cases are more likely to

receive more cognitive attention and deeper consideration. In contrast, abstract cases, including statistical groups, are less emotionally involving, and judgments of this type of evidence are more likely to be made on the basis of peripheral cues (Small & Loewenstein, 2003).

Though there is a difference between CRM (company's profit-based donation promotion) and charity (pure philanthropic donation), consumers could perceive CRM as a way of participating in a charitable donation since they can fulfill philanthropic responsibilities by purchasing a CRM-labeled product (Flaherty & Diamond, 1999). For example, people are less likely to behave philanthropically after they buy a green product rather than a normal product (Mazar & Zhong, 2010). Furthermore, according to Krishna (2011), after they make a purchase of an inexpensive CRM-labeled product, consumers' future charitable deeds diminish since they consider such consumption a donation act. Consumers regard engaging in CRM activities as a viable charitable action; this suggests that anecdotal message evidence with an identifiable victim would be more persuasive type.

Self-Construal Level

Researchers have indicated that a consumer's psychological aspects shape his or her attitudes and behaviors (Murry, Lastovicka, & Austin, 1997). Based on this notion, Youn & Kim (2008) investigated a consumer's psychological factors that impact his

support for CRM. They found that the consumers who had strong social bonds with others are inclined to recognize charitable causes, so the social capital could be a factor in enhancing an individual's support of CRM (Youn & Kim, 2008). In addition, such people as collectivists, who tend to perceive interpersonal value in collaborative actions (Chan, Yim, & Lam 2010), favor altruism and help others more (Moorman & Blakely, 1995; Torelli & Shavitt, 2010). As it happens, an individual's inclination related to social contexts can affect his attitude towards helping behavior. Self-construal determines how individuals view "the relationship between the self and others and, especially, the degree to which they see themselves as separate from others or as connected with others" (Markus & Kitayama, 1991, p. 226). In the present study, self-construal level will be considered as a possible individual psychological factor affecting a consumer's helping behavior mechanism and attitudes towards CRM.

As noted above, the two major types of self-construal are independent and interdependent (Markus & Kitayama, 1991; Singelis, 1994). The independent self emphasizes autonomy and individuality. This type of self has attributes that make the individual separate and unique from others. In contrast, the interdependent self stresses social relationships and group memberships, focusing on social harmony and norms (Markus & Kitayama, 1991; Triandis, 1989). Several marketing researchers have explored the effects of self-construal level on a consumer's overall judgment of CRM (Kim & Johnson, 2012; Robinson et al; 2012; Winterich & Barone, 2011). Winterich & Barone (2011) found that consumers who held interdependent self-construals

(independent self-construals) generally preferred donation-based promotions (discount-based promotions). In addition, Robinson and his associates (2012) found that collectivists who possess a high level of interdependent orientation tend to perceive a greater individual role in helping a cause when they can choose it themselves. Moreover, Kim and Johnson (2012) found that Americans having highly independent self-construal levels had greater purchase intention than Koreans having highly interdependent self-construal levels, when they associated ego-focused moral emotion (i.e., pride) with a CRM campaign. In contrast, highly interdependent-oriented people had greater purchase intention than less interdependent-oriented people, when they associated other-focused moral emotion (i.e., guilt) with a CRM campaign (Kim and Johnson, 2012).

As an individual's self-construal differs, it changes how the individual looks at the relationship between the self and others (Markus & Kitayama, 1991). Independent self-construal is a "bounded, unitary, and stable self that is separate from social context and that emphasizes internal abilities, thoughts, being unique, and being direct in communication" (Markus & Kitayama, 1991, p.230). In this perspective of the self, individuals think that their own rights and feelings fundamentally, morally, and legally prevail over those of the society, group, and community (Markus & Kitayama, 1991). This self-view commonly exists in individualistic cultures such as that of the U.S. (Markus & Kitayama, 1991). Individuals with a dominant independent self-construal see the self as stable and consistent, and value autonomy and uniqueness (Hardin, Leong, & Bhagwat, 2004). In contrast, in the interdependent view of the self, "the relationship

between the self and others features the person not as separate from the social context but as more connected and less differentiated from others” (Markus & Kitayama, 1991, p.227). The interdependent self-view is mostly observed in collectivistic cultures such as that of Japan (Markus & Kitayama, 1991). Interdependent people try to fit in with relevant others, to fulfill and generate obligation, and to become part of various interpersonal relationships.

Based on these ideas, it is possible that people with independent versus interdependent self-construals differ in their ability to understand another’s perspective; a person with interdependent self-construal might more easily take another’s perspective than might one with independent self-construal. As individuals with an interdependent self-construal level emphasize relationships with others, they can develop a dense and plentifully elaborated store of information about others (Markus & Kitayama, 1991). The people with this view of the self are more likely to have a higher disposition and capacity to feel and think other people’s feelings and thoughts (Markus & Kitayama, 1991). They can more easily absorb information regarding others and then help others satisfy their wishes and accomplish their goals (Markus & Kitayama, 1991). Such consideration and sensitivity to others, which distinguishes the interdependent self from the independent self, will cause relatively more engagement with other people or of the “self-in-relation-to-other” (Markus and Kitayama, 1991, p.231). For example, Cohen & Gunz’s study (2002), Asian participants tended to remember social event situations through the perspectives of others who were there; American participants were more likely to

remember the event through their own perceptions or experience.

Thus, the interdependent self's greater capacity for combining the self and other (Aron et al, 1991; Vorauer & Cameron, 2002) can promote a perspective-taking ability (Vorauer & Cameron, 2002). Consequently, emotional engagement with a donation recipient might be more prevalent for people with interdependent self-construal than for those possessing independent self-construal.

Hypothesis

The first step to offering someone help is the emotional arousal generated by taking the perspective of another in need (Dovidio et al., 1991; Pillavin et al., 1969). Emotional arousal, especially empathy (affective responses that are more consistent with another person's situation or feeling; Hoffman, 2000), stems from perspective-taking (Batson, 1990; Davis et al., 2004). Research on empathy and altruism has demonstrated that perceiving a victim's perspective and envisioning how the victim feels arouses the perceiver's empathy (e.g., Batson et al., 1997; Batson et al., 2003; Coke, Batson, & McDavis, 1978) and causes both increased empathic concern and increased helping (Batson et al., 1997). These feelings are directly related to an individual's willingness to help others (Kogut & Ritov, 2007). Davis (1983) suggests that a person's level of experiencing empathy depends on his or her ability to adopt the psychological standpoint of another. According to Vorauer & Cameron (2002), collectivists who have a dominantly

interdependent self-construal place higher value on the act of perspective taking than do individualists. In addition, collectivists have greater sensitivity to the negative emotions of others and hold a stronger perspective-taking inclination than do individualists (Duan & Hill, 1996; Wu & Keysar, 2007). Steindl & Jonas (2012) argued that this tendency among collectivists is facilitated by their interdependent self-construal. Thus, it can be assumed that consumers possessing an interdependent self-construal level are more likely to react positively to a CRM ad when the ad provides anecdotal message evidence about an identifiable victim. The vividness of the ad can help interdependent people arouse their emotional responses, thereby enhancing its effectiveness.

In contrast, anecdotal message evidence of a CRM ad could be less effective to consumers possessing an independent self-construal level. Since the individuals with independent self-construal levels are less likely to value relationships with others than the people with interdependent self-construal, their ability to adopt another's perspective could be lower (Markus & Kitayama, 1991). In addition, high elaboration might cause CRM to be less successful since it provides more opportunity for consumers to perceive CRM as a company's persuasion method (Menon & Kahn, 2003). As a result, independent people's responses to anecdotal types of CRM ads will be less positive than those of interdependent people. They are unable to achieve the high emotional engagement that comes from taking another's perspective (i.e., victim's perspective in an anecdotal type ad), so the ad cannot elicit enough empathy to overcome consumers' suspicions about the CRM claim. In addition, independent people could be likely to

interpret the information at a higher, abstract construal level (Trope & Liberman as cited in Kogut & Ritov, 2007) since their tendency to perceive themselves as separate from others can decrease their empathy level and make them less likely to adopt another's perspective. Furthermore, recent studies have indicated that when victims are presented with more abstract and less emotion-evoking statements, the donors will become more sensitive to quantitative aspects (Hsee & Rottenstreich, 2004). Thus, it can be predicted that consumers possessing an independent self-construal level are more likely to react positively to a CRM ad when it provides statistical message evidence about a group of victims. If true, this would likely be because independent people have less capacity to perceive another's perspective. Furthermore, in a CRM ad, their quantitative and abstract level of judgment is in sync with abstractly and statistically presented recipients.

To sum up, the considerably different levels of ability to take another's perspective lead the two self-construal types to different interpretations of donation recipients in CRM advertising campaigns. Interdependent consumers tend to respond positively to an isolated recipient in a CRM ad, whereas independent consumers are likely to react positively to a group of recipients presented abstractly and quantitatively. Therefore, the following hypotheses are proposed to examine the interaction between self-construal and message evidence in establishing the success of a CRM ad campaign.

H1: Consumers with an interdependent self-construal (vs. independent self-construal) will show more favorable attitudes toward an ad when being exposed to a CRM ad campaign with anecdotal evidence (vs. statistical evidence).

H2: Consumers with an interdependent self-construal (vs. independent self-construal) will show more favorable attitudes toward the brand when being exposed to a CRM ad campaign with anecdotal evidence (vs. statistical evidence).

H3: Consumers with an interdependent self-construal (vs. independent self-construal) will show greater purchase intention when being exposed to a CRM ad campaign with anecdotal evidence (vs. statistical evidence).

CHAPTER III. METHODOLOGY

Overview and Research Design

The suggested hypotheses were tested in an experimental setting—2 (message evidence: anecdote vs. statistic) \times 2 (dominant self-construal: independent vs. interdependent) between-subjects design. The first factor, dominant self-construal, was measured and dichotomized; the second factor, message evidence of a CRM ad, was manipulated. The main objective of this experiment was to examine how, in a CRM ad, self-construal level and message evidence interact with each other.

Stimulus Development

Two advertisements for a cereal brand were created. A fictitious brand (Morning-Up Cereal) was used to eliminate any potential confounding effects of prior brand exposure and maximize experimental control (Keller & Aaker, 1992). Two advertisements followed the same composition (including headline, body copy, and tagline) as that used by Menon & Kahn (2003) in their experimental study. The cause being supported in the ad was to help famished African children. The body copy was the only manipulated element in the ad. In the anecdotal condition, the body copy read, “Ropia is a two year-old Somalian girl.... The illness not only locks her into a vicious cycle of recurring sickness, but it also threatens her life.” In the statistical condition, the body copy read, “Almost one million African children under five are treated for

malnutrition in a year.... Now, there are worrying signs that thousands more children may die unless help arrives quickly.” The contents of the body copy of both ads referred to news, stories, facts, and figures in UNICEF’s official reports (2009, 2012) to maximize the believability of the supported cause.

A pretest was conducted to verify the validity of experimental stimuli. A total of 59 students who were taking an undergraduate advertising course were recruited for the pretest. First, 28 of the participants were exposed to the anecdotal type of ad, and 31 of them were exposed to the statistical counterpart. The participants were asked how the advertisement that they saw described the cause in terms of anecdotal evidence and statistical evidence. 10 items (Seven-point Likert scales) from the Transportation scale (Green & Brock, 2000) were used to measure how much the participants perceived the evidence in the ad as anecdotal (Cronbach’s $\alpha = .80$). In addition, to check how much the participants perceived the evidence of the ad as statistical, 17 items (Seven-point Likert scales) were used (Cronbach’s $\alpha = .82$); seven items were adopted from Ah Yun & Lindsey (2003) to measure perceived verifiability (Cronbach’s $\alpha = .85$), and 10 items—six items from Wrench (2010) and four items newly created—were used to measure perceived technicality (Cronbach’s $\alpha = .79$). As expected, participants exposed to the anecdotal ad condition perceived it as such more anecdotal ($M = 4.66$) than did those exposed to the statistical ad condition ($M = 3.99$, $t(55.46) = -2.74$, $p < .05$). The reverse was also true; that is, participants in the statistical ad condition perceived it as much more statistical ($M = 4.80$) than did those exposed to the anecdotal ad condition, $M = 3.91$, $t(52.06) = 4.76$,

$p < .05$. Thus, the experimental stimuli worked successfully.

Sample

Participating in the study in exchange for extra credit were a total of 112 students (the mean age = 22.3 years old, 78.6% female, 90.2% undergraduate).

Data Collection Procedure

The experiment was performed online. Potential participants were registered for elective or introductory advertising courses and received, via their instructors, an invitation e-mail containing the link to the experiment. They were told in the consent form that the objective of the study was to learn about consumers' reactions to a new cereal brand and its advertisement. Upon agreeing to participate, and before they were randomly assigned to either the anecdotal or the statistical advertisement, their self-construal was measured. After being exposed to the advertisement, participants answered a series of questions regarding their evaluation of the ad, the brand, the importance of the social cause, general CRM activity, and demographic information. The estimated time to complete the survey was 10 minutes. The whole data collection period was a month from July 1st to July 31st, 2013.

Measures

Before being exposed to the advertisement, the participants answered 24 items (Seven-point Likert scales) on a self-construal scale (Singelis, 1994). The first 12 items were averaged to get an independent self-construal index (Cronbach's $\alpha = 0.74$) and the remaining 12 items were averaged to get an interdependent self-construal index (Cronbach's $\alpha = 0.78$).

While viewing the advertisement, the participants were asked to answer eight items (Seven-point Likert scales) to evaluate the effectiveness of the manipulation of message evidence: four items to rate the extent of participants' perception of the ad as an anecdote (Cronbach's $\alpha = .75$, based on Hong & Park, 2011) and four items to measure the degree of subjects' perception of the ad as a statistical statement (Cronbach's $\alpha = .81$). Furthermore, advertising believability (two items, Cronbach's $\alpha = .86$, based on Kim, 2006) was checked to confirm that both ads were recognized as plausible to the participants without significant differences between the two manipulations.

Three dependent variables were assessed to measure the effectiveness of the advertisement: attitude toward the ad (Seven-point scale: 1 = negative, bad, unfavorable; 7 = positive, good, favorable; Cronbach's $\alpha = .77$), attitude toward the brand (Seven-point scale: 1 = negative, bad, unfavorable; 7 = positive, good, favorable; Cronbach's $\alpha = .91$), and purchase intention (Seven-point scale: 1 = unlikely, improbable, impossible; 7 = likely, probable, possible; Cronbach's $\alpha = .87$) (Lee & Aaker, 2004).

Many studies have found gender effects on the level of charitable giving intention; women are more concerned with altruism and charitable donation than are men (Andreoni & Vesterlund, 2001; Cross & Madson, 1997; Newman, 2000). In addition, if participants have more favorable attitudes toward a social cause and CRM, they could have more positive attitudes towards an ad with a CRM claim and a sponsoring company. In this sense, gender, attitude towards the cause (Six items, seven-point Likert scales, Cronbach's $\alpha = .85$, based on Lichtenstein, Drumwright, & Braig, 2004), and general attitudes towards CRM (Five items, seven-point Likert scales, Cronbach's $\alpha = .84$, based on Chang, 2008) were also examined as covariates since these factors could influence the interaction between two independent variables.

Demographic information was collected in the final section. Participants were asked their gender, age, major, academic year, and ethnicity.

CHAPTER IV. RESULTS

Manipulation Check

The participants in the anecdotal CRM ad condition indicated that the advertisement related more to an anecdote ($M = 5.10$) than did the subjects in the statistical CRM ad condition, $M = 4.20$, $t(106) = -4.42$, $p < .05$. Participants in the statistical CRM ad condition believed more that the message involved statistics ($M = 4.98$) than did the subjects in the anecdotal CRM ad condition, $M = 3.30$, $t(99.48) = 9.73$, $p < .05$. In addition, both anecdotal and statistical message evidences were regarded as quite believable and there was no significant difference between two conditions ($M_{\text{anecdotal}} = 4.57$ versus $M_{\text{statistical}} = 4.58$, $t(109.66) = .08$, $p = .94$).

Self-Construal Level

To classify participants into high and low groups for both self-construal levels, median splits were performed (Median interdependent = 5.25, Median independent = 5.00). Subjects who had higher independent scale mean than the median of independent (5.00) and lower interdependent scale mean than the median of interdependent (5.25) were classified as independent individuals; participants who had higher interdependent scale mean than the median of interdependent (5.25) and lower independent scale mean than the median of independent (5.00) were classified as interdependent individuals (Escalas & Bettman, 2005; Sung et al, 2012). Typically, subjects who are higher or lower

on both scales are eliminated from the data set (Escalas & Bettman, 2005; Sung et al, 2012). Following this conventional approach (Escalas & Bettman, 2005; Sung et al, 2012), almost half of the participants were eliminated from the data set, and the cell sizes were inadequate. Attempts were made to recruit more participants were unsuccessful. A new approach to determining the relative self-construal of individuals scoring high or low on both scales was developed. Its development and use were motivated partly by necessity and partly to increase the feasibility of using self-construal in market research. Since many individuals in any culture are likely to possess both independent and interdependent self-construals (Hong et al., 2000; Markus & Kitayama, 1991), managers need a way to learn about all participants in a data set or target markets. Removing approximately half of the participants who have both types of self-construal as has been done in previous research (e.g., Escalas & Bettman, 2005; Sung et al., 2012) would be unacceptable to them. Thus, in this study, the relative self-construal of participants who would typically have been eliminated was determined. Specifically, participants who were high or low on both scales were classified as interdependent or independent based on a comparison of the differences between the overall scale medians and scale means of each participant. For example, assume that a participant had mean scores on both scales that were higher than the scale medians (interdependent scale mean = 6.22, independent scale mean = 5.27). The difference between the median of the interdependent scale (5.25) and the participant's mean of interdependent scale (6.22) was 0.97, and the difference between the median of independent scale (5.00) and the participant's mean for the independent scale (5.27) was 0.27. In this case, the difference between the median of

interdependent scale and the participant's mean of interdependent scale (0.97) was higher than and the difference between the median of independent scale and the participant's mean of independent scale (0.27). As such, the participant was coded as an individual with an interdependent self in this study. As a result, the participants were coded as either an independent self [$N = 60$, M independent = 5.48 vs. M interdependent = 4.50, $t(106.73) = 4.99$, $p = 0.000$] or an interdependent self [$N = 52$, M interdependent = 5.54 vs. M independent = 4.97, $t(109.12) = -9.68$, $p = 0.000$]. In addition, there were no significant differences in the dominant level of self-construal level between the anecdotal and statistical CRM ad conditions: independent M anecdotal = 4.97 versus M statistical = 5.07, $t(108.63) = .80$, $p = .43$; interdependent M anecdotal = 5.25 versus M statistical = 5.22, $t(109.62) = -.21$, $p = .84$. The new technique enabled the self-construal tendency of all individuals in the data set to be determined. As such, it minimized the elimination of participants from the data set.¹

Hypothesis Testing

To examine the hypotheses, a 2 (message evidence: anecdote vs. statistic) \times 2 (dominant self-construal: independent vs. interdependent) ANCOVAs (analysis of covariance) was performed for the three dependent variables (i.e., attitude toward advertisement, attitude toward brand, and purchase intention) and three covariates (i.e., gender, general attitude towards cause, and general attitudes towards CRM). The cell

means for the dependent measures are stated in Table 1.

First of all, the effectiveness of the independent variables on attitude toward the advertisement was examined with a two-way ANCOVA. The results of the ANCOVA indicated that the interaction of message evidence and self-construal level was significant [$F(1, 105) = 7.66, p < .05$]. Participants with a dominant interdependent self-construal showed more favorable attitudes towards the anecdotal type of CRM ad ($M_{\text{Anecdotal/Interdependent}} = 4.49$ versus $M_{\text{Anecdotal/Independent}} = 3.53$). In contrast, participants with a dominant independent self-construal had more positive attitudes towards the statistical type of CRM ad ($M_{\text{Statistical/Interdependent}} = 4.08$ versus $M_{\text{Statistical/Independent}} = 4.33$). There were no main effects of message evidence [$F(1, 105) = 1.00, p = .32$] or self-construal level [$F(1, 105) = 2.29, p = .13$]. Results also showed that gender, attitude towards cause, and general attitudes towards CRM did not influence the interaction [$F_{\text{gender}}(1, 105) = .20, p = .66$; $F_{\text{attitudes towards cause}}(1, 105) = .01, p = .92$; $F_{\text{attitudes toward CRM}}(1, 105) = .83, p = .37$]. Therefore, the results supported H1. Figure 1 indicates the mean plot of attitude toward the ad.²

Secondly, a two-way ANCOVA examined the effectiveness of the independent variables on attitude toward brand. The result of the ANCOVA revealed that message evidence \times self-construal level interaction was also significant [$F(1, 105) = 6.22, p < .05$]. Participants with a dominant interdependent self-construal showed more favorable attitudes towards the brand with anecdotal type of CRM ad ($M_{\text{Anecdotal/Interdependent}} = 5.27$ versus $M_{\text{Anecdotal/Independent}} = 4.33$). In contrast, participants with a dominant

independent self-construal had more positive attitudes towards the brand when it performed statistical type of CRM ad (M Statistical/Interdependent = 4.60 versus M Statistical/Independent = 4.94). The main effects of message evidence [$F(1, 105) = .008$, $p = .93$] and self-construal level [$F(1, 105) = .97$, $p = .33$] were not significant. There were no main effects of gender, attitude towards the cause, and general attitudes towards CRM [$F_{\text{gender}}(1, 105) = 1.50$, $p = .22$; $F_{\text{attitudes towards cause}}(1, 105) = .04$, $p = .85$; $F_{\text{attitudes toward CRM}}(1, 105) = 1.61$, $p = .21$]. Thus, the results supported H2. Figure 2 indicates the mean plot of attitude toward the brand.³

Lastly, the effect of the two independent variables on purchase intention was examined with a two-way ANCOVA. The ANCOVA showed that there was no significant interaction effect [$F(1, 105) = 2.63$, $p = .11$, M Anecdotal/Interdependent = 4.26 versus M Anecdotal/Independent = 3.54, and M Statistical/Interdependent = 3.60 versus M Statistical/Independent = 3.66]. Both the main effect of the message evidence [$F(1, 105) = 1.72$, $p = .19$] and self-construal [$F(1, 105) = .76$, $p = .38$] were insignificant. Three covariates did not significantly affect the interaction of independent variables [$F_{\text{gender}}(1, 105) = 1.34$, $p = .25$; $F_{\text{attitudes towards cause}}(1, 105) = 1.88$, $p = .17$; $F_{\text{attitudes toward CRM}}(1, 105) = 3.44$, $p = .07$]. Thus, the results did not support H3. Figure 3 indicates the mean plot of purchase intention.⁴

CHAPTER V. DISCUSSION AND IMPLICATIONS

As the importance of CRM campaigns has increased, a wide range of marketing research has examined how to develop CRM so as to enhance its effectiveness as evidenced in promoting sales, contributing to social causes, and improving a company's reputation (e.g., Barone, Miyazaki, & Taylor, 2000; Dean, 2004; Webb & Mohr, 1998; Strahilevitz & Myers, 1998). Even though advertising is the main persuasion tool to produce favorable consumer attitudes towards CRM (Berger, Cunningham, & Kozinets, 1999; Nan & Heo, 2007), little research is available on how to construct messages for CRM advertising campaigns. Within the CRM context, the current study examined the validity of the "identifiable victim effect," which asserts that people will donate more to a single identified donation recipient than to an abstractly presented group of recipients. The results show that the "identifiable victim effect" holds only when a consumer's self-construal is taken into account. The "identifiable victim effect" works for consumers with interdependent self-construal but not for those with an independent self-construal, who respond more to abstract, statistical information.

Specifically, the interaction of self-construal and message evidence determines a consumer's attitudes toward a CRM ad and the brand supporting the CRM activity. Previous CRM research has focused on different motivation levels for helping others (Robinson et al, 2012), different moral identity congruency (Winterich & Barone, 2011), or dissimilar types of self-conscious emotion (Kim & Johnson, 2012) of self-construal level. The current research used another dimension of the difference (i.e., perspective

taking) between independent self-construal and interdependent self-construal to understand the role of self-construal within CRM. Specifically, consumers with a dominant interdependent self are likely to hold more favorable attitudes towards a CRM ad with anecdote about a recipient and a brand executing an anecdotal type of CRM ad since their high ability to take another's perspective can bring about enough empathy to become highly involved with a single victim in a CRM ad. In contrast, a CRM ad with an anecdote about a single recipient may be less effective for those with a dominant independent self. Their lower capacity to take another's perspective leads them to interpret the recipients of a CRM ad in more abstract and quantitative manner. Hence, a statistical type of CRM ad is more effective for the people with a dominant independent self.

There was no significant effect of the interaction between self-construal and type of message evidence on purchase intention. It is possible that other variables, especially product type and cause kind, affect the purchase intention. This study used a particular product type (cereal) and a single social cause (to help famished African children). The product type and social cause used in this study have the benefit of everyone, regardless of gender and age, being able to recognize them, but the chosen sample (i.e., college students) could be less involved with them. To be more specific, if a product category chosen in this study had been more accessible to and more frequently purchased by the sample such as a bottled beverage rather than cereal or a cause type used in the experimental stimuli ad had been more relevant to them such as economic development

(e.g., job creation for university graduate), their purchase intention could be enhanced. Future research should investigate the present findings by using a wider variety of product categories and social causes with wide-ranging levels of consumer involvement.

Future studies should examine the effectiveness of primed self-construal on message evidence of CRM advertising campaigns. Researchers have argued that an individual's independent versus interdependent self can be situationally primed and that a temporarily salient self-construal level influences that an individual's attitudes, motivation, and traits in ways that are similar to chronic self-construal (e.g., Aaker & Lee, 2001). Past research has argued that advertising appeals are persuasive that are compatible with both consumers' self-construals that are chronic and latent (Hong et al. 2000; Oyserman, Coon, & Kemmelmeier, 2002). Various media settings, such as television, magazine, especially web sites, could make it possible to arouse a certain type of self-construal. For example, showing graphic images of individual versus team sports have been found to change the relatively dominant independent or interdependent self-construal (Sung & Choi, 2011). The present study used a particular type of advertisement: print ad. While a print ad is easy to manipulate and control during the experiment, this format seems to be outdated in this various new media time. Proposed future studies will be helpful in building more tailored CRM advertising messages within various media surroundings.

Furthermore, in future studies, more precise ways of measuring individual self-construal level should be investigated and used. Conventionally, participants who were

high or low on both interdependent and independent scales have been eliminated after performing median splits (Escalas & Bettman, 2005; Sung et al, 2012). However, the present study retained them and categorized them into interdependent or independent self-construal based on the comparison of the differences in the medians from both of their scale means. The new way of measuring self-construal level used in this study has a certain advantage; there was still a significant difference between the interdependent self-construal group and the independent self-construal group in the data set without eliminating participants in the experiment. However, the self-construal level measurement method used in the current study could be less strict than conventional means of determining self-construal levels (Escalas & Bettman, 2005; Sung et al, 2012) since it included participants who might have had less distinctive self-construal levels. The results of study could differ as the self-construal measurement tool varies. Thus, it is worth examining the differences between the two self-construal measurement methods in future studies.⁵

In addition, future studies should consider other elements of CRM, such as characteristics of CRM-labeled products, reputation levels of a sponsoring firm, donation magnitudes, cause proximity, importance of cause, or brand/cause fit. This study used only a fictitious brand as experimental stimuli. This was to reduce confounding effects of prior brand exposure on subjects' responses. However, the effects of message evidence and self-construal might be different when using existing brands. To learn how brand familiarity (e.g., awareness or reputation) generates different effects, future research

should examine real brands. Additionally, when cause proximity (i.e., distance between a customer and donation activity) varies, the results could also differ. Kogut & Ritov (2007) found that the identifiable victim effect is more effective when donation recipients were part of the donors' in-group members (rather than out-group members); when donors are aware that the recipient is an in-group member, they make more donations to a single victim than to a group of victims.

Future studies could also consider another message-design method to further understand the interaction self-construal level and message evidence of CRM different message advertising campaigns. With regard to perspective taking in a CRM ad, the perspective of either helper or victim could generate different donor responses to a charity ad (Hung & Wyer, 2009). A future study could extend the role of self-construal on how to frame a helper's perspective or a recipient's perspective of a CRM ad message and its effectiveness. In addition, Das, Kerkhof, & Kuiper (2008) found that, within charity advertising campaigns, abstract message evidence about donation beneficiaries was more powerful when framed negatively, whereas a vivid anecdote of a single donation recipient in a charity ad is more useful when framed positively. In addition, Sung & Choi (2011) found that a relationship between self-construal and message framing. They argued that individuals possessing an independent self-construal showed more favorable attitudes toward a promotion-framed ad message focusing on positive consequences, while individuals holding an interdependent self-construal showed more positive attitudes toward a prevention-framed ad message that emphasized negative

effects. Based on these results, it could be assumed that a positively framed ad message with an anecdote about a single recipient is consistent with independent self-construal and that a negatively framed ad message with statistical information about a group of recipients is more consistent with interdependent self-construal. These assumptions directly contradict the results of the present study; consumers with independent (interdependent) self-construal appear more likely to consider as more persuasive a CRM ad with statistical evidence (anecdotal evidence). Thus, in a future study to further understand CRM advertising campaigns while considering the moderator role of self-construal level, it may be worth examining the effectiveness of positive versus negative message framing.

This study used a sample of college students, who might be more familiar with CRM activity than the general population. What also should be considered is the lopsided gender ratio (78.6% of subjects were female). General validity is difficult to achieve with single sample of college students and uneven gender proportion; the validity of future research will be enhanced by a sample that is more representative and has even gender ratio.

While future study is needed, the research could provide practical implications for media planning and the media context in which a CRM advertisement is placed. As mentioned earlier, it might be possible in some media contexts to stimulate a certain type of self-construal temporally, since a temporally primed self-construal level can affect an individual's attitudes, motivation, and traits just as chronic self-construal does (e.g.,

Aaker & Lee, 2001). For example, within online contextual advertising setting, if people could be prompted to assume an independent self-construal temporarily by being exposed to news articles about individuality such as an article dealing with how to develop one's career development at the web site of the *Washington Post*, a statistical type of CRM message located to next to the articles could be effective. In contrast, if people could be prompted to assume an independent self-construal temporarily by being exposed to news articles about social groups such as an article dealing with how to resolve conflict with a family member at the web site of the *New York Times*, a statistical type of CRM message located to next to the articles could be effective. By inserting an appropriate CRM ad message type into the advertising context, the effectiveness of CRM advertising claims would be amplified.

This research provides important implications for practitioners using CRM campaigns. This study sheds light on how to compose an ad message about a cause while matching an individual's self-construal level. Absent the ability to measure self-construal level, advertisers might want to include messages that appeal to people with both types of self-construal in a campaign. However, practitioners ideally would want to measure the self-construal tendencies of a potential target audience to create CRM ad messages that appeal to the larger group, whether independent or interdependent. The new approach to measuring self-construal level in this study makes more it practical for practitioners to measure the self-construal tendencies of a target market since it enables them to estimate the self-construal tendencies of all individuals in the sample. In contrast, past approaches

to measuring self-construal necessitated eliminating large parts of the sample. With future development of a shorter and more concise scale, the new technique could provide the opportunity for practitioners to measure self-construal level of potential target market efficiently in commercial market research.

Culture is said to form self-construal and could serve as a surrogate for self-construal level in CRM planning. For example, independence is encouraged in individualistic cultures, and interdependence is encouraged in collectivistic cultures (Markus & Kitayama, 1991). Some research has indicated that within a particular culture, messages consistent with the dominant self are more effective (Han & Shavitt 1994). Specifically, the U.S., where the dominant self is independent, individualist advertising appeals (i.e., messages focusing on message receiver's individual benefits) were more persuasive. In contrast, in South Korea, where the dominant self is interdependent, messages stressing in-group benefits and harmony were more effective (Han & Shavitt 1994). This study has implications for creating a tailored persuasive CRM message in both collectivistic and individualistic cultures. For example, to promote engagement with CRM in collectivistic cultures such as those of East Asia or Latin America, advertisers could increase persuasiveness by stimulating viewers to empathize with a described victim in a CRM ad. In contrast, advertisers for individualistic cultures such as those of North America or Europe should promulgate a CRM ad message that describes recipients in an abstract and numerical way.

In summary, the findings of the present study contribute to the understanding of

how consumers' psychological characteristic of self-construal affects their evaluation of CRM advertising campaigns. It contradicted the conventional wisdom regarding the "identified victim effect" and found that consumers' self-construal affects the type of persuasive information that is effective in a CRM advertising campaign. It also demonstrated that the psychological characteristics of self-construal is a rich area for future research regarding CRM and advertising more generally.

Table 1

Dependent Measures as a Function of Self-Construal and Message Evidence

	Interdependent Self-Construal		Independent Self-Construal	
	Anecdotal Type Ad	Statistical Type Ad	Anecdotal Type Ad	Statistical Type Ad
Ad Attitude ($\alpha = .77$)	4.49	4.08	3.53	4.33
Brand Attitude ($\alpha = .91$)	5.27	4.60	4.33	4.94
Purchase Intention ($\alpha = .87$)	4.26	3.60	3.54	3.66
N	26	26	27	33

Figure 1

Attitude toward the Advertisement

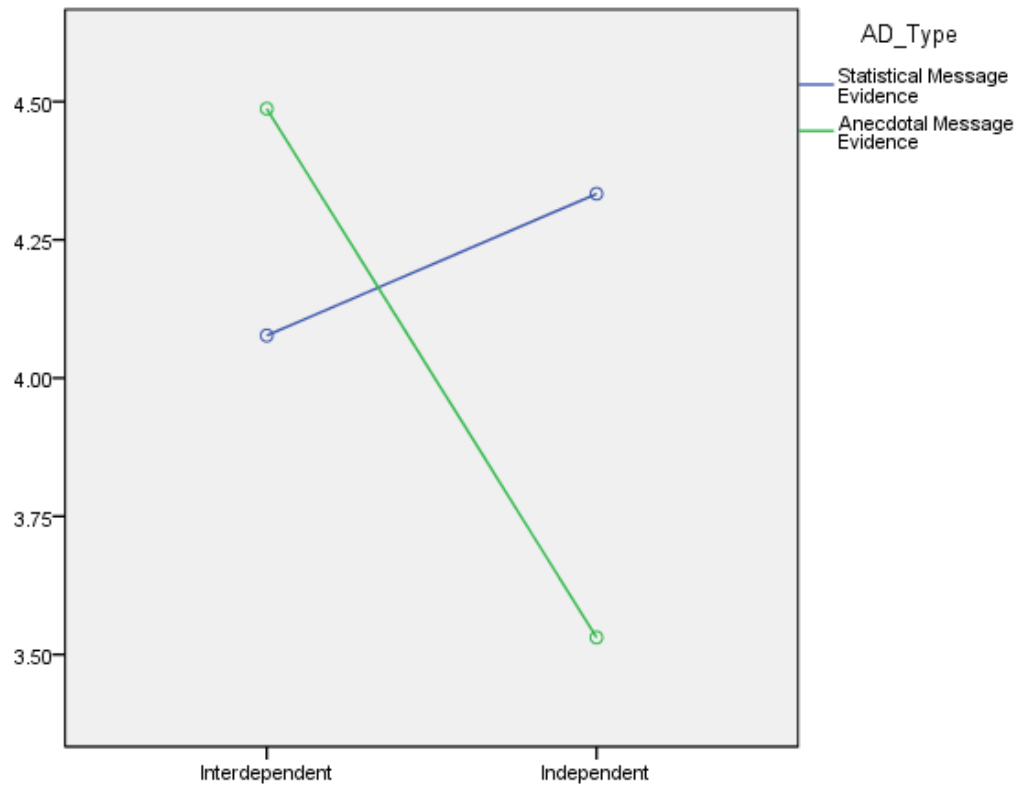


Figure 2

Attitude toward the Brand

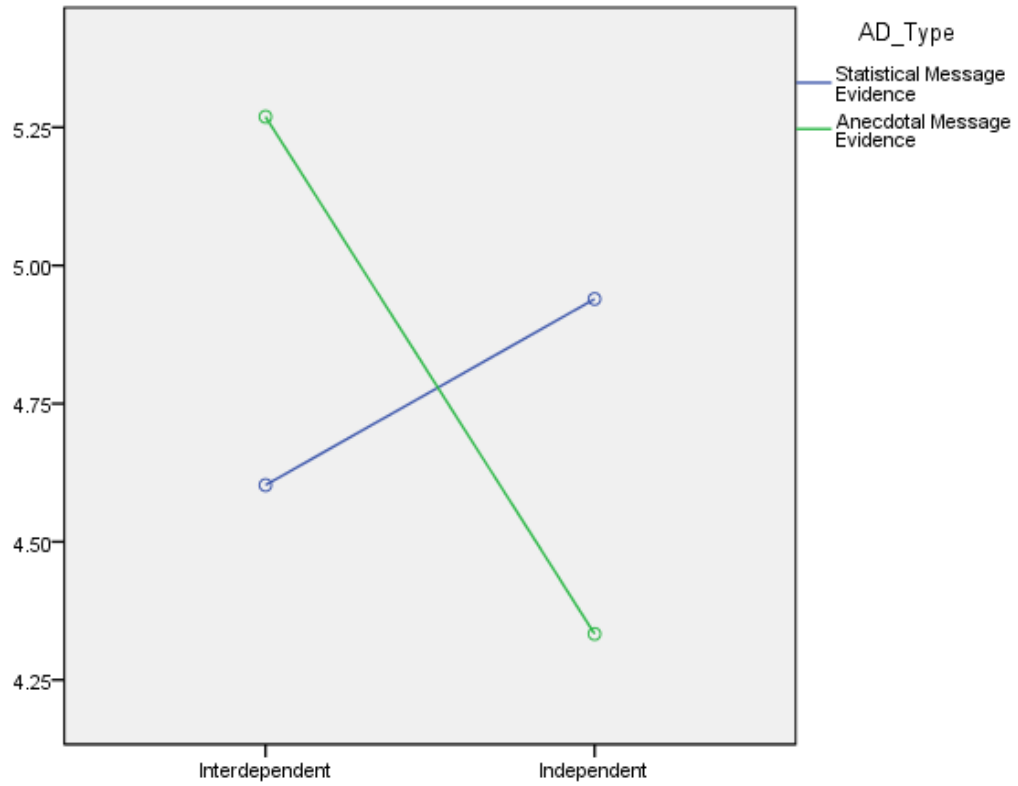
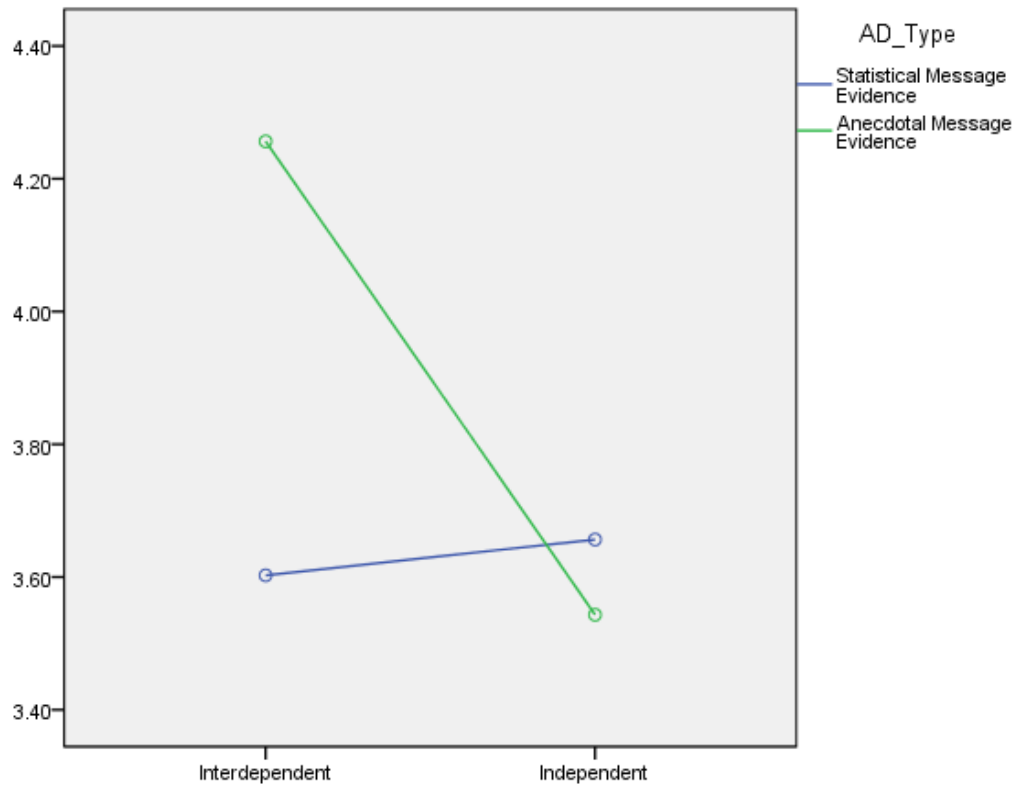


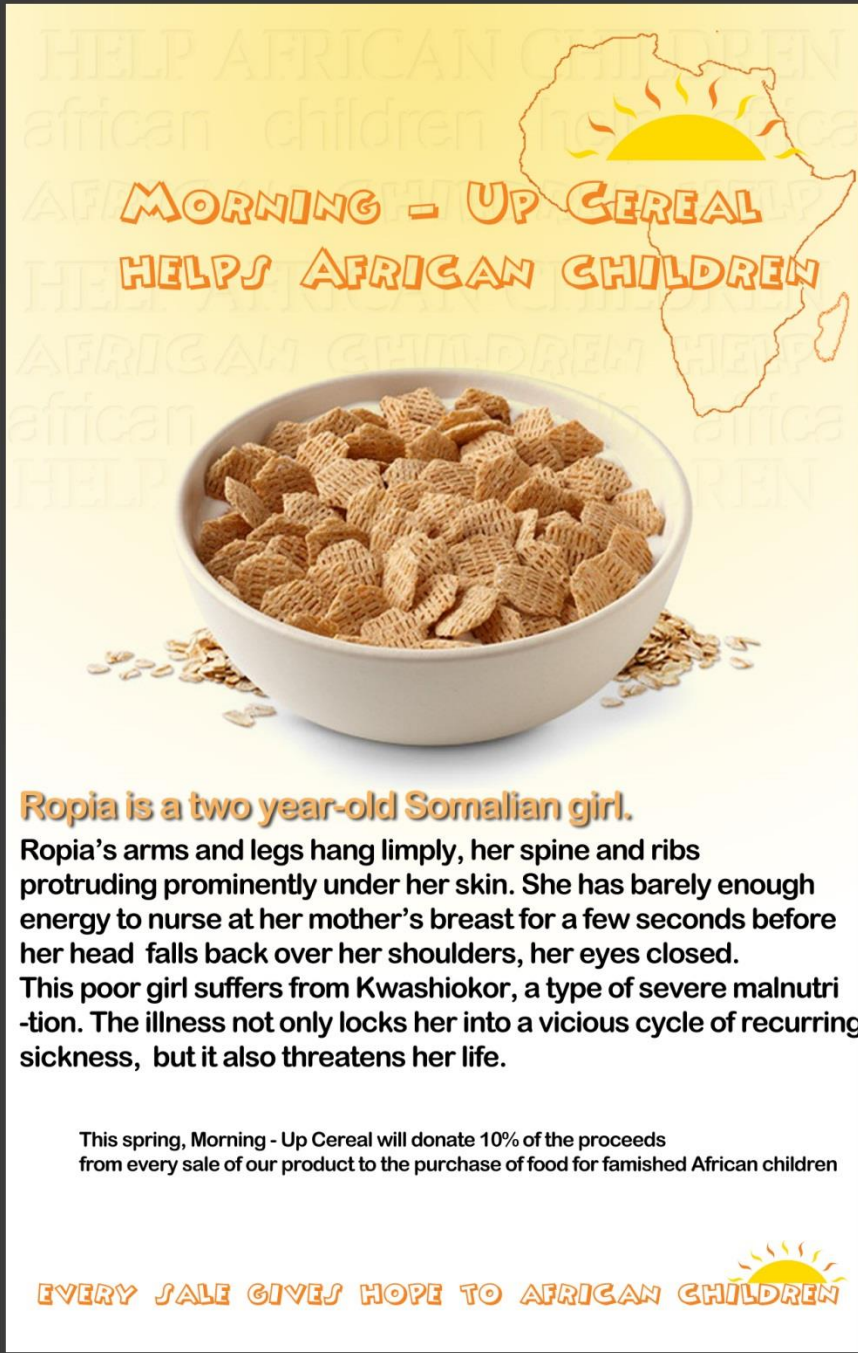
Figure 3

Purchase Intention



Appendix A

A CRM advertisement (Anecdotal Message Evidence)



The advertisement features a central image of a white bowl filled with golden-brown, ring-shaped cereal. Scattered cereal pieces are visible on the surface around the bowl. Above the bowl, a map of Africa is outlined in orange, with a yellow sun rising over the top edge. The background is a light yellow with faint, repeating text: "HELP AFRICAN CHILDREN", "african children", "AFRICAN CHILDREN", "african children", "HELP AFRICAN CHILDREN", "AFRICAN CHILDREN", "african children", "HELP AFRICAN CHILDREN", "AFRICAN CHILDREN".


**MORNING - UP CEREAL
HELPS AFRICAN CHILDREN**

Ropia is a two year-old Somali girl.
Ropia's arms and legs hang limply, her spine and ribs protruding prominently under her skin. She has barely enough energy to nurse at her mother's breast for a few seconds before her head falls back over her shoulders, her eyes closed. This poor girl suffers from Kwashiorkor, a type of severe malnutrition. The illness not only locks her into a vicious cycle of recurring sickness, but it also threatens her life.

This spring, Morning - Up Cereal will donate 10% of the proceeds from every sale of our product to the purchase of food for famished African children

EVERY SALE GIVES HOPE TO AFRICAN CHILDREN

A CRM advertisement (Statistical Message Evidence)



The advertisement features a central image of a white bowl filled with golden-brown, ring-shaped cereal pieces. Some cereal pieces are scattered on the surface around the base of the bowl. In the upper right corner, there is a stylized orange outline of the African continent. Inside the outline, a bright yellow sun is partially obscured by the top edge of the map. The background is a light yellow color with faint, repeating text in a larger font that reads "HELP AFRICAN CHILDREN" and "AFRICAN CHILDREN HELP".

**MORNING - UP CEREAL
HELPS AFRICAN CHILDREN**

Almost one million African children under five are treated for malnutrition in a year.

It is reported that one in five children is acutely malnourished, and one in twenty is at risk of death without proper treatment. Official estimates are that 56% of children suffer from being under-weight, and 24% of them are considered to be in pain because of a disease of malnutrition. Now, there are worrying signs that thousands more children may die unless help arrives quickly.

This spring, Morning - Up Cereal will donate 10% of the proceeds from every sale of our product to the purchase of food for famished African children

EVERY SALE GIVES HOPE TO AFRICAN CHILDREN

Appendix B

Pretest Questionnaire

Seven-point Likert scales (1 = Strongly Disagree / 7 = Strongly Agree)

10 items from Transportation scale items ($\alpha = .80$, Based on Green & Brock, 2000)

1. While I was reading about the African children affected by the famine, I could easily picture the events related to the famine taking place.
2. While I was reading about the African children affected by the famine, activity going on in the room around me was on my mind. (Reverse-coded)
3. I could picture myself in the same situation as the African children affected by the famine described in the ad.
4. I was mentally involved with the African children affected by famine while reading the ad.
5. After finishing reading about the African children affected by the famine, I found it easy to put them out of my mind. (Reverse-coded)
6. I wanted to learn what ultimately happened to the African children affected by the famine.
7. The ad affected me emotionally.
8. I found myself thinking about how the situation of African children affected by the famine could have turned out differently.
9. I found my mind wandering while reading about the African children affected by the famine. (Reverse-coded)
10. While reading the ad, I had a vivid image of the African children affected by the famine.

17 items ($\alpha = .82$, 7 items from Ah Yun & Lindsey (2003), 6 items from Wrench (2010), and 4 items newly created)

11. I could confirm the information in the ad about the African children affected by the famine if I wanted to.

12. The information in the ad about the African children affected by the famine is verifiable.
13. It is not possible to confirm the information in the ad about the African children affected by the famine. (Reverse-coded)
14. The information in the ad about the African children affected by the famine could be validated.
15. The information in the ad about the African children affected by the famine could be proven to be true.
16. I do not believe that I could verify the information in the ad about the African children affected by the famine if I tried. (Reverse-coded)
17. I could check the information in the ad about the African children affected by the famine if I needed to.
18. The ad uses statistics about the African children affected by the famine.
19. The ad does not use statistical information about the African children affected by the famine while discussing it. (Reverse-coded)
20. The ad presents the African children affected by the famine scientifically.
21. The ad presents a scientific analysis about the African children affected by the famine.
22. The ad uses mathematical information to explain the African children affected by the famine.
23. The ad does not discuss the African children affected by the famine using scientific information. (Reverse-coded)
24. The situation of the African children affected by the famine was presented in an unbiased way.
25. The ad maintains objective view about the African children affected by the famine.
26. The situation of the African children affected by the famine is presented in an accurate way.
27. The ad presents the African children affected by the famine systematically.

Appendix C

Online Survey Questionnaire

Self-construal scale (Singelis, 1994, 1 = Strongly Disagree / 7 = Strongly Agree)

Interdependent ($\alpha = 0.78$)

1. I have respect for the authority figures with whom I interact.
2. It is important for me to maintain harmony within my group.
3. My happiness depends on the happiness of those around me.
4. I would offer my seat in a bus to my professor.
5. I respect people who are modest about themselves.
6. I will sacrifice my self-interest for the benefit of the group I am in.
7. I often have the feeling that my relationships with others are more important than my own accomplishments.
8. I should take into consideration my parents' advice when making education or career plans.
9. It is important to me to respect decisions made by the group.
10. I will stay in a group if they need me, even when I'm not happy with the group.
11. If my brother or sister fails, I feel responsible.
12. Even when I strongly disagree with group members, I avoid an argument.

Independent ($\alpha = 0.74$)

13. I'd rather say "No" directly, than risk being misunderstood.
14. Speaking up during a class is not a problem for me.
15. Having a lively imagination is important to me.
16. I am comfortable with being singled out for praise or rewards.
17. I am the same person at home that I am at school.
18. Being able to take care of myself is a primary concern for me.

19. I act the same way no matter whom I am with.
20. I feel comfortable using someone's first name soon after I meet him or her, even when he or she is much older than I am.
21. I prefer to be direct and forthright when dealing with people I've just met.
22. I enjoy being unique and different from others in many respects.
23. My personal identity independent of others is very important to me.
24. I value being in good health above everything.

Manipulation check

Anecdote (Hong & Park, 2011, $\alpha = .75$)

1. The situation of the African children affected by the famine was presented vividly.
2. The situation of the African children affected by the famine was presented emotionally.
3. The situation of the African children affected by the famine was presented concretely.
4. The situation of the African children affected by the famine was presented with imagination.

Statistic ($\alpha = .81$)

1. The situation of the African children affected by the famine was presented in a mathematical way.
2. The situation of the African children affected by the famine was presented in a statistical way.
3. The situation of the African children affected by the famine was presented in an accurate way.
4. The situation of the African children affected by the famine was presented in a systematic way

Ad believability ($\alpha = .86$, based on Kim, 2006)

1. Do you think that the advertisement is.....

1 = Not Credible / 7 = Credible

1 = Not Believable / 7 = Believable

Dependent variables

Ad Attitude (Lee & Aaker 2004, $\alpha = .77$)

1. Do you think that the advertisement is.....

1 = Negative / 7 = Positive

1 = Bad / 7 = Good

1 = Unfavorable / 7 = Favorable

Brand Attitude (Lee & Aaker 2004, $\alpha = .91$)

2. Do you think that the brand "Morning-Up Cereal" is

1 = Negative / 7 = Positive

1 = Bad / 7 = Good

1 = Unfavorable / 7 = Favorable

Purchase Intention (Lee & Aaker 2004, $\alpha = .87$)

3. Assuming that "Morning-Up Cereal" is available where you shop, it will be ()
that you will purchase it.

1 = Unlikely / 7 = Likely

1 = Improbable / 7 = Probable

1 = Impossible / 7 = Possible

Covariates

Attitude towards the cause ($\alpha = .85$, based on Lichtenstein, Drumwright, & Braig, 2004)

1. Supporting nonprofits that fight famine affecting African children is important to me.

2. I could see myself donating some of my time to supporting nonprofits that help fight famine affecting African children.

3. I could see myself donating some of my money to supporting nonprofits that help fight famine affecting African children.

4. Nonprofits that have the goal of fighting famine affecting African children make this world a better place to live.

5. I can identify with nonprofits that have the goal of fighting famine affecting African children.

6. I am willing to become a Facebook friend of nonprofits that have the goal of fighting famine affecting African children.

General attitudes towards CRM ($\alpha = .84$, based on Chang, 2008)

1. I will purchase a product because a business makes a donation to the goal of fighting famine affecting African children.

2. I have favorable attitudes toward a business supporting the goal of fighting famine affecting African children.

3. I am willing to pay more for a product supporting the goal of fighting famine affecting African children.

4. I support a business supporting the goal of fighting famine affecting African children.

5. I am willing to become a Facebook friend of a business supporting the goal of fighting famine affecting African children.

Demographic information

1. What is your gender?

① Male

② Female

2. How old are you? (e.g., 20)

3. Which academic year are you?

① Freshman

② Sophomore

③ Junior

④ Senior

⑤ Graduate student

⑥ Other

4. Which field is your major in?

① Advertising

② Public Relations

③ College of Communication majors other than Advertising & Public Relations

④ College of Business

⑤ College of Liberal Arts

⑥ College of Natural Sciences

⑦ Other

5. What is your ethnic heritage? (Check all that apply)

① American Indian or Alaska Native

② Asian, Asian American, or Pacific Islander

③ African American/Black

④ Hispanic/Latino

⑤ Caucasian/White

⑥ Other

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¹ When subjects who were higher or lower on both scales were eliminated from the data set (Escalas & Bettman, 2005; Sung et al, 2012), 64 participants were left (the mean age = 22.1 years old, 78.1% female, 90.6% undergraduate). The participants were categorized into either an independent self [N = 31, M independent = 5.50 vs. M interdependent = 4.48, $t(61.93) = -10.49$, $p = 0.000$] or an interdependent self [N = 33, M interdependent = 5.71 vs. M independent = 4.70, $t(49.12) = 8.34$, $p = 0.000$]. In addition, after following the conventional way to determine participants' self-construal level (Escalas & Bettman, 2005; Sung et al, 2012), there were also no significant differences in the dominant level of self-construal level between the anecdotal and statistical CRM ad conditions: independent M anecdotal = 4.94 versus M statistical = 5.01, $t(61.58) = .41$, $p = .69$; interdependent M anecdotal = 5.24 versus M statistical = 5.20, $t(53.91) = -.22$, $p = .83$.

² To make a comparison the results of the new method used in this study and the conventional way (Escalas & Bettman, 2005; Sung et al, 2012) to determine an individual's self-construal level, a 2 (message evidence: anecdote vs. statistic) \times 2 (dominant self-construal: independent vs. interdependent) ANCOVAs (analysis of covariance) was also performed for the three dependent variables (i.e., attitude toward advertisement, attitude toward brand, and purchase intention) and three covariates (i.e., gender, general attitude towards cause, and general attitudes towards CRM) by using 64 participants who were left after performing the conventional way (Escalas & Bettman, 2005; Sung et al, 2012). Following the conventional way to determine participants' self-construal level (Escalas & Bettman, 2005; Sung et al, 2012), the effectiveness of the independent variables on attitude toward the advertisement was examined with a two-way ANCOVA. The results of the ANCOVA indicated that the interaction of message evidence and self-construal level was significant [$F(1, 105) = 7.66$, $p = .00$]. Participants

with a dominant interdependent self-construal showed more favorable attitudes towards the anecdotal type of CRM ad (M Anecdotal/Interdependent = 4.76 versus M Anecdotal/Independent = 3.22). In contrast, participants with a dominant independent self-construal had more positive attitudes towards the statistical type of CRM ad (M Statistical/Interdependent = 3.94 versus M Statistical/Independent = 4.31). There were no main effects of message evidence [$F(1, 57) = .24, p = .63$], but there was main effect of self-construal level [$F(1, 57) = 4.03, p = .05$]. Results also showed that gender, attitude towards cause, and general attitudes towards CRM did not influence the interaction [$F_{\text{gender}}(1, 57) = .04, p = .84$; $F_{\text{attitudes towards cause}}(1, 57) = 1.00, p = .32$; $F_{\text{attitudes toward CRM}}(1, 57) = .04, p = .81$].

³ Following the conventional way to determine participants' self-construal level (Escalas & Bettman, 2005; Sung et al, 2012), a two-way ANCOVA examined the effectiveness of the independent variables on attitude toward brand. The result of the ANCOVA revealed that message evidence \times self-construal level interaction was also significant [$F(1, 57) = 4.41, p = .04$]. Participants with a dominant interdependent self-construal showed more favorable attitudes towards the anecdotal type of CRM ad (M Anecdotal/Interdependent = 5.08 versus M Anecdotal/Independent = 4.08). In contrast, participants with a dominant independent self-construal had more positive attitudes towards the statistical type of CRM ad (M Statistical/Interdependent = 4.71 versus M Statistical/Independent = 5.07). The main effects of message evidence [$F(1, 57) = .68, p = .41$] and self-construal level [$F(1, 57) = .51, p = .48$] were not significant. There were no main effects of gender, attitude towards the cause, and general attitudes towards CRM [$F_{\text{gender}}(1, 57) = 1.47, p = .23$; $F_{\text{attitudes towards cause}}(1, 57) = .15, p = .71$; $F_{\text{attitudes toward CRM}}(1, 57) = .17, p = .68$].

⁴ Following the conventional way to determine participants' self-construal level (Escalas & Bettman, 2005; Sung et al, 2012), the effect of the two independent variables on purchase intention was examined with a two-way ANCOVA. The ANCOVA showed that there was no significant interaction effect [$F(1, 57) = 3.08, p = .08$, M Anecdotal/Interdependent = 4.16 versus M Anecdotal/Independent = 3.35, and M Statistical/Interdependent = 3.48 versus M Statistical/Independent = 3.60]. Both the main effect of the message evidence [$F(1, 57) = .73, p = .40$] and self-construal [$F(1, 57) = .59, p = .45$] were insignificant. Three covariates did not significantly affect the interaction of independent variables [$F_{\text{gender}}(1, 57) = 1.16, p = .29$; $F_{\text{attitudes towards cause}}(1, 57) = 1.53, p = .22$; $F_{\text{attitudes toward CRM}}(1, 57) = .18, p = .68$].

⁵ There was a single difference between the conventional way to determine self-construal (Escalas & Bettman, 2005; Sung et al, 2012) and the new way: main effect of self-construal level on attitude toward the ad. However, the difference could originate from the number of sample (64 versus 112). Thus, a future research is needed with

plentiful sample in both conditions to examine the validity of new technique to define individual self-construal level.